

SHARE OF CATEGORY
3 MONTHS MOVING
STANDARD PRICE

		<u>SHARE</u>		<u>SHARE CHANGE</u>	
		<u>MSA</u>		<u>MSA</u>	<u>NEW NIELSEN</u>
PHILIP MORRIS	46.9	44.5	+3.2	1.0	2.1 +2.4
R.J. REYNOLDS	27.5	34.3	-0.9	1.7	-0.5 1.1 -1.1
BROWN & WILLIAMSON	9.3	5.4	-0.5	-0.7	-1.1 -1.0
LORILLARD	9.1	7.6	-1.2	-0.8	-0.1 0.0
AMERICAN	6.1	6.7	-0.6	-1.0	-0.3 -0.2
LIGGETT	1.0	1.4	-0.1	-0.1	-0.1 -0.1
		100.0			

SOURCE: NEW NIELSEN (FEBRUARY 1990)
MSA (MARCH 1990)